

LEO BURNETT U.S.A.  
A DIVISION OF LEO BURNETT COMPANY, INC.  
AD18RN167-D2 REQ4M23211 REVISED "DECAF INSPIRES DENIC" II PG 4/C BLD (5-5/8 X 7-3/4) T.V. GUIDE  
Printed in U.S.A.  
TEST MARKET ARIZONA 1991



NEW FROM BENSON & HEDGES!

## DE-CAF INSPIRES DE-NIC

DE-NICOTINED TOBACCO  
THE SMOOTH TASTE OF A LIGHT

A HILL OF BEANS HELPED  
PERCOLATE THE BREAKTHROUGH  
OF BENSON & HEDGES DE-NIC®

THE ONLY CIGARETTE MADE  
FROM DE-NICOTINED TOBACCO.  
SO THERE'S LESS THAN  
0.1 MG OF NICOTINE.

THE RESULT IS A SMOKEABLE  
CIGARETTE, WITH THE SMOOTH  
TASTE OF A LIGHT.

BENSON & HEDGES



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ONLY AVAILABLE IN ARIZONA

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

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0 mg "tar," 0.1 mg nicotine  
per cigarette by FTC method.

